

Panaji, 10th January, 2017 (Pausa 20, 1938)

SERIES III No. 40

OFFICIAL GAZETTE

GOVERNMENT OF GOA

PUBLISHED BY AUTHORITY

EXTRAORDINARY

No. 2

GOVERNMENT OF GOA

Department of Home

Home—General Division

Office of the District Magistrate,
North Goa

Press Note

No. 40/2/14-MAG/GE-LS/Bars/69

It is hereby made known to the Editors of printed media/electronic media and social media that the Hon'ble Supreme Court, by its interim order dated 02-04-2004 passed in SLP(Civil) No. 6679/2004 (Ministry of Information and Broadcasting V/s. M/s. Gemini TV and others), in substitution of the order under challenge, had directed as below:-

- (i) No cable operator or TV channel shall telecast any advertisement, which does not conform to the law of the country and which offends the morality, decency and susceptibility of views or which is shocking, disgusting and revolting;
- (ii) The telecast shall be monitored by the Election Commissioner of India;
- (iii) The question as to whether the expenditure incurred by the candidate on inserting such advertisement should or should not be included, shall be considered by the committee to be appointed in this regard; and

- (iv) The modalities whether such advertisements are in conformity with law shall be laid down by the Election Commissioner of India.

In order to preview, scrutinize and verify all advertisements by individual contesting candidates or political parties or organisation/association, before it is inserted in the electronic media, the Election Commission has directed to constitute Media Certification and Monitoring Committee (MCMC) in each district during election period to take up the additional task of keeping a check on the cases of paid news.

In compliance of the directions of the Election Commission and Hon'ble Supreme Court of India, the Media Certification and Monitoring Committee (MCMC) of North Goa District has been already constituted by the District Magistrate and District Election Officer, North Goa District vide order dated 06-01-2017 for the purpose of previewing, scrutinizing and verifying all advertisement by individual contesting candidates or political parties or organization/association, before it is inserted in the electronic media.

Every registered National and State, Political Party and every contesting candidate proposing to issue advertisement on printed media/electronic media/social media and television channel will have to apply to the Media Certification and Monitoring Committee (MCMC) of North Goa District in Annexure "A" (Application

for Certification of Advertisement) not later than 3 days prior to the date of the proposed commencement of the telecast of such advertisement. In case of any other person or unregistered political parties, they will have to apply in writing in Annexure "A" to the MCMC not later than 7 days prior to the date of the telecast. Such application shall be accompanied by two copies of the proposed advertisement in electronic form alongwith the duly attested transcript thereof. In case of earlier, the application shall be disposed within two days of its receipt and in case of later, the application shall be disposed within 3 days of its receipt.

The application for certification shall contain following details:

- a) The cost of production of the advertisement;
- b) The approximate cost of proposed telecast of such advertisement on a television channel or cable network with the break-up of number of insertions and rate proposed to be charged for each such insertion;
- c) It shall also contain a statement whether the advertisement inserted is for the benefit of the prospects o the election of a candidate(s)/parties;
- d) If the advertisement is issued by any person other than a political party or a candidate, that person shall state on oath that it is not for the benefit of the political party or a

candidate and that the said advertisement has not been sponsored or commissioned or paid for by any political party or a candidate;

- e) A statement that all the payments shall be made by way of cheque or demand draft.

The MCMC will scrutinize the applications received and if the committee is of the opinion that the proposed advertisement is fit for telecast as per the guidelines prescribed by the Hon'ble Supreme Court of India, than the committee shall issue the certificate of advertisement for telecast in Annexure "B". After obtaining the certificate in Annexure "B", the applicant shall produce the same before the printed media/electronic media/ /social media for telecasting the proposed advertisement.

All the Editors of printed media/electronic media/social media and television channel is directed to obtain certificate in Annexure "B" issued by the MCMC before telecasting any advertisement from any individual and daily report of such advertisement shall be submitted to the undersigned without fail. In case of failure to comply with above directions, stern action will be initiated against the violators under the Representation of People Act and penal provisions.

For strict compliance.

Panaji, 9th January, 2017.— The District Magistrate & DEO, North Goa District, *Nilá Mohanan*, IAS.

Annexure - A

APPLICATION FOR CERTIFICATION OF ADVERTISEMENT

I.

- (i) Name and full address of the applicant
- (ii) Whether the advertisement is by a political party/contesting candidate any other person/group of persons association/organization/Trust (give the name)
- (iii) (a) In case of political party, the status of the party (whether recognized National/State/ /unrecognized party)
- (b) In case of a candidate, name of the Parliamentary Assembly Constituency from where contesting
- (iv) Address of Headquarters of political party/group or body of persons/association/organization/ /Trust

- (v) Channels/cable networks on which the advertisement is proposed to be telecast
- (vi) (a) Is the advertisement for the benefit of prospects of election of any candidate(s)
(b) If so, give the name(s) of such candidate(s) with full address and name(s) of Constituency(ies)
- (vii) Date of submission of the advertisement
- (viii) Language(s) used in the advertisement (advertisement is to be submitted with two copies in electronic form alongwith a duly attested transcript)
- (ix) Title of advertisement
- (x) Cost of production of the advertisement
- (xi) Approximate cost of proposed telecast with the break-up of number of insertions and rate proposed for each such insertion
- (xii) Total expenditure involved (in Rupees)

II.

I, Shri/Smt. _____, s/o/d/o/w/o _____, (full address) _____, undertake that all payments related to the production and telecast of this advertisement will be made by way of cheque/demand draft.

Place:

Signature of the applicant

Date:

III.

(Applicable for advertisement by a person/persons, other than a political party or a candidate)

I, Shri/Smt. _____, s/o/d/o/w/o _____ (full address) _____ hereby state and affirm that the advertisement(s) submitted herewith is not for the benefit of any political party or any candidate and that this advertisement(s) has/have not been sponsored/commissioned or paid for by any political party or a candidate.

Place:

Signature of applicant

Date:

Annexure - B

CERTIFICATION OF ADVERTISEMENT FOR TELECAST

I.

- (i) Name and address of the applicant/political party/candidate' person/group of persons/association; organization/Trust
- (ii) Title of advertisement
- (iii) Duration of advertisement
- (iv) Language(s) used in advertisement
- (v) Date of submission of advertisement
- (vi) Date of certification for telecast

II.

Certified that the above advertisement is fit for telecast as per the guidelines prescribed by the Hon'ble Supreme Court of India.

Signature of Chairperson /
members of committee /
Designated Officer

Place:

Date:

www.goaprintingpress.gov.in

Published and Printed by the Director, Printing & Stationery,
Government Printing Press,
Mahatma Gandhi Road, Panaji-Goa 403 001.

Price—Rs. 4.00

PRINTED AT GOVERNMENT PRINTING PRESS, PANAJI-GOA—300/380—1/2017.